

Maximum exposure for your brand in one day

General Interest Roadblock / Homepage Takeover

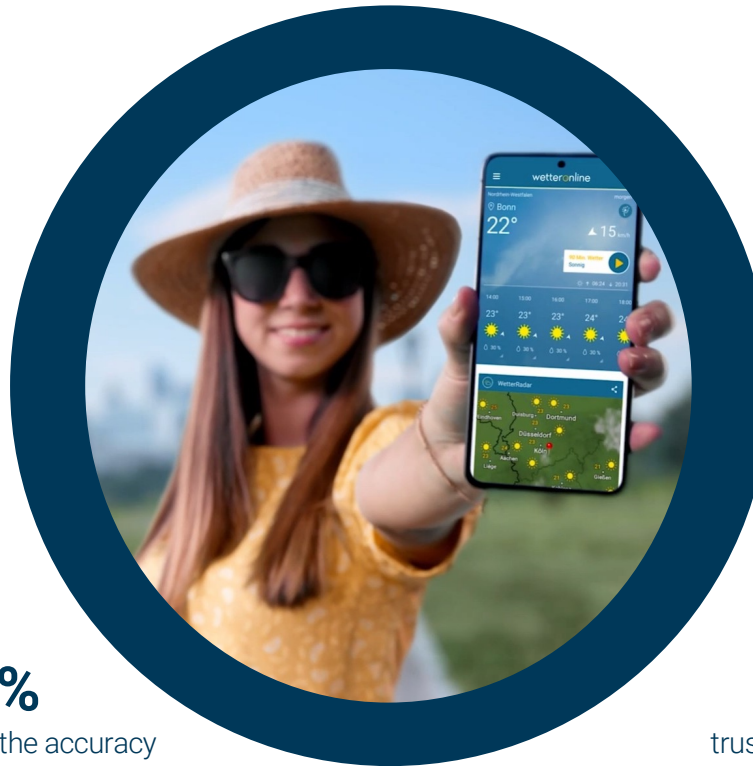


wetteronline

9 out of 10 check the Weatherforecast via App

90%

of German smartphone-user
use a weather app



71%

of Users check their weather
app daily

98%

of all 30 – 49y use a
weather app

77%

are **happy** with the accuracy
of the forecast

48%

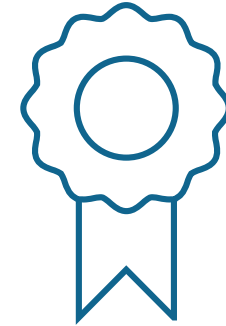
trust the forecast when it
comes to choosing their
outfit

56%

check the weather
in the morning



Weather with the highest range



1	WetterOnline	863 Mio. Visits
2	Kleinanzeigen	752 Mio. Visits
3	GMX	643 Mio. Visits
4	Web.de	600 Mio. Visits
5	Bild.de	579 Mio. Visits

Source: IWW-Ranking May 2024

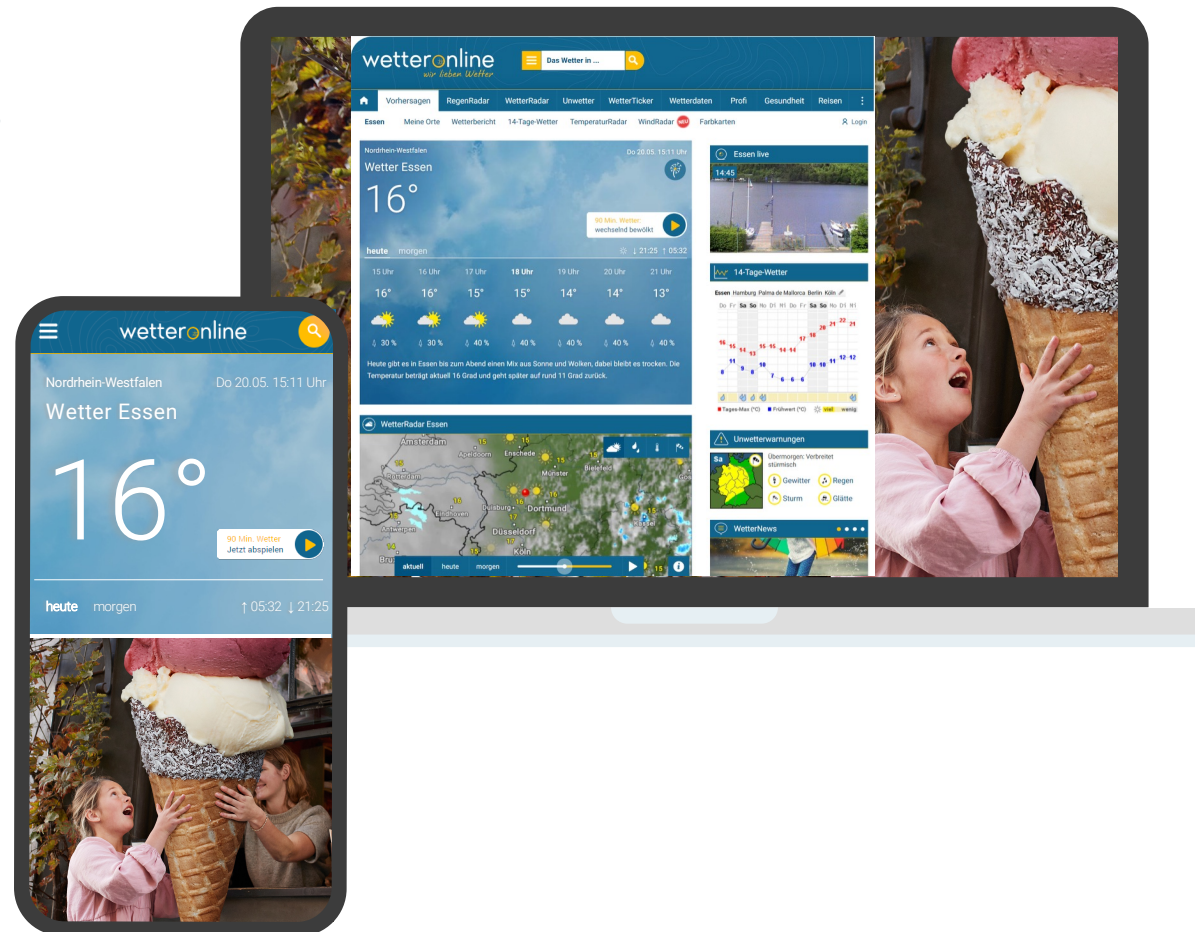
Instantly Brand Awareness

General Interest Roadblock

Achieve maximum brand awareness on a single day with the General Interest Roadblock on IAB ads. Optionally with 100% exclusivity or as situational targeting based on our weather data.

Advantages you benefit from:

- ✓ Up to 25 million gross contacts per day
- ✓ Attractive conditions without marketer share
- ✓ Brand safe at any time, far from political furor



In Germany's No. 1 everyday companion

The illustration shows the wetteronline website interface on both a laptop and a smartphone. The laptop screen displays the homepage with a search bar, navigation menu, and weather forecast for Hamburg. The smartphone screen shows a mobile-optimized version of the same interface. A large blue banner with white text is overlaid on the bottom of the laptop screen, reading "TEMPERATURES ARE RISING, PRICES ARE FALLING!". To the right of the laptop screen, there is a graphic of a map of Germany with a thermometer and a gear, symbolizing the rising temperatures and falling prices. The text "Effective cross-device advertising possibilities" and "Maximum viewability through sticky function" are positioned next to the graphic. A blue circle with the text "Brand Safe" is located at the bottom right of the illustration.

Effective cross-device advertising possibilities

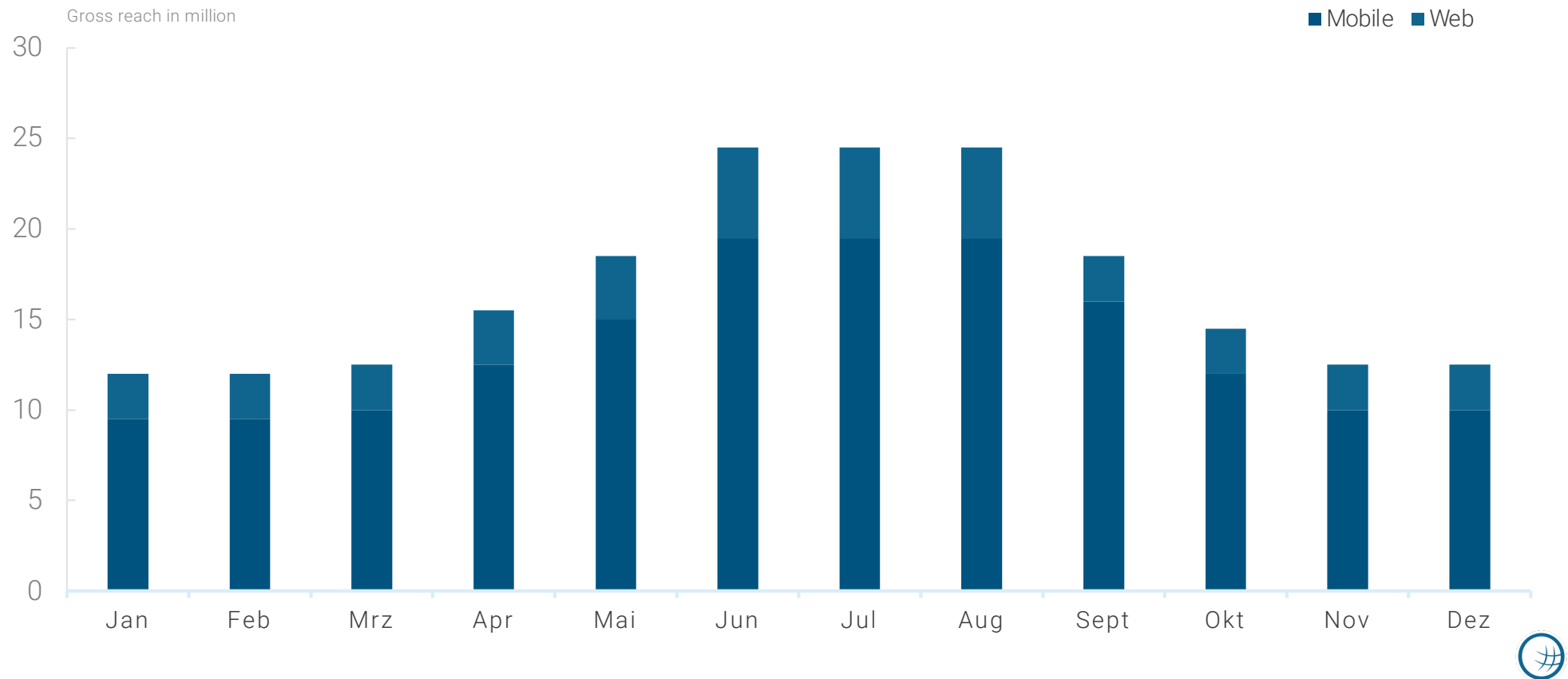
Maximum viewability through sticky function

**TEMPERATURES ARE RISING,
PRICES ARE FALLING!**

Brand Safe

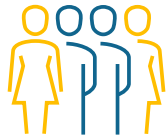


With highest national coverage on one day



Our users for your brand

M/W, Over 30, outdoorsy and travel enthusiasts



Women

48%

93*



30-59 years

64%

126*



At least A-Level

38%

119*



Employed

71%

124*



Net household income
3,000 € and more

43%

131*

Source: AGOF daily digital facts / *Aff. index value according to AGOF >100 overrepresented/high affinity



Keyfacts

Reliable everyday companion

Precise weather forecasts always and everywhere

Users with an affinity for outdoor and travel

High Brand Safety environment

22,8 m.

Uniques*
per month

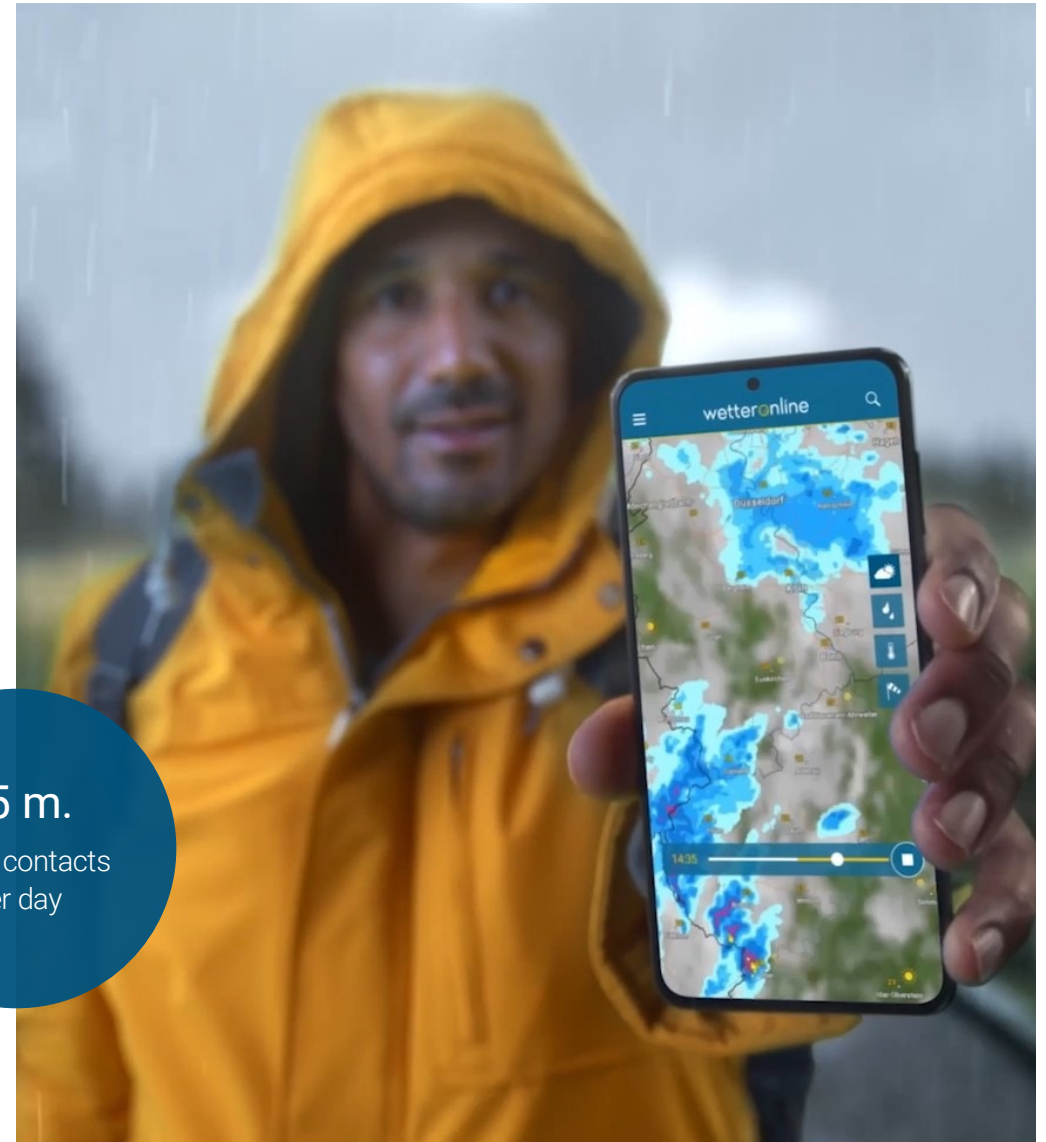
863 m.

Visits**
per month

25 m.

Gross contacts
per day

*Source: Google Analytics July 2025 **Source: IVW May 2024



Mehr erfahren? Sprechen Sie uns jederzeit an!



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